

In the Claims:

Claims 1-8 are canceled.

1 9. [Original] A marketing method comprising:
 2 accessing a condition associated with an operation of an image forming
 3 device configured to use a consumable to form a hard image;
 4 monitoring the operation of the image forming device;
 5 communicating a request externally of the image forming device using the
 6 image forming device and responsive to the monitoring;
 7 receiving a message responsive to the communicating the request; and
 8 communicating the message using the image forming device.

1 10. [Original] The method of claim 9 wherein the accessing comprises
 2 accessing the condition from the consumable.

1 11. [Original] The method of claim 9 wherein the accessing comprises
 2 accessing the condition related to a status of the consumable and the monitoring
 3 comprises monitoring the status of the consumable.

1 12. [Original] The method of claim 9 wherein the accessing comprises
 2 accessing the condition not related to a status of the consumable.

1 13. [Original] The method of claim 9 wherein the accessing comprises
 2 accessing the condition related to a life span of the image forming device and
 3 the monitoring comprises monitoring the life span of the image forming device.

1 14. [Original] The method of claim 9 wherein the accessing comprises
 2 accessing the condition related to a status of another consumable not having
 3 the condition, and the monitoring comprises monitoring the status of the another
 4 consumable.

1 15. [Original] The method of claim 9 wherein the accessing comprises
2 accessing a plurality of conditions related to statuses of a plurality of
3 consumables used by the image forming device to form the hard image, and the
4 monitoring comprises monitoring the statuses of the consumables.

1 16. [Original] The method of claim 9 wherein the communicating the
2 request comprises communicating the request including an identifier of the
3 image forming device.

1 17. [Original] A marketing method comprising:
2 accessing a condition associated with an operation of an image forming
3 device configured to use a consumable to form a hard image;
4 monitoring the operation of the image forming device;
5 communicating a request using the image forming device to a marketing
6 system external of the image forming device responsive to the monitoring;
7 communicating a message using the marketing system responsive to
8 receiving the request; and
9 communicating the message using the image forming device.

1 18. [Original] The method of claim 17 wherein the accessing
2 comprises accessing the condition from the consumable.

1 19. [Original] The method of claim 17 wherein the accessing
2 comprises accessing the condition related to a status of the consumable and the
3 monitoring comprises monitoring the status of the consumable.

1 20. [Original] The method of claim 17 wherein the accessing
2 comprises accessing the condition not related to a status of the consumable.

1 21. [Original] The method of claim 17 wherein the accessing
2 comprises accessing the condition related to a life span of the image forming
3 device and the monitoring comprises monitoring the life span of the image
4 forming device.

1 22. [Original] The method of claim 17 wherein the accessing
2 comprises accessing the condition related to a status of another consumable not
3 having the condition, and the monitoring comprises monitoring the status of the
4 another consumable.

1 23. [Original] The method of claim 17 wherein the communicating the
2 request comprises communicating the request including an identifier of the
3 image forming device, and further comprising selecting the message from a
4 plurality of other messages using the identifier, and wherein the communicating
5 the message comprises communicating the message after the selecting.

1 24. [New] The method of claim 9 wherein the monitoring comprises
2 monitoring the operation of the image forming device with respect to the
3 condition.

1 25. [New] The method of claim 24 wherein the communicating the
2 request comprises communicating responsive to the monitoring detecting the
3 operation of the image forming device triggering the condition.

1 26. [New] The method of claim 9 wherein the communicating
2 comprises communicating the message comprising marketing information
3 regarding purchase of an item associated with the formation of hard images.

1 27. [New] The method of claim 9 wherein the communicating the
2 message comprises printing the message upon paper.

1 28. [New] The method of claim 9 wherein the communicating the
2 message comprises displaying the message using a display of the image forming
3 device.

1 29. [New] The method of claim 17 wherein the monitoring comprises
2 monitoring the operation of the image forming device with respect to the
3 condition.

- 1 30. [New] The method of claim 29 wherein the communicating the
- 2 request comprises communicating responsive to the monitoring detecting the
- 3 operation of the image forming device triggering the condition.